

TV LAS VEGAS, NV.
JOE HECK 4 CONGRESS
HECK 4 CONGRESS
SAN BERAN

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P/I/P2/E //2690
Flight Dates 09/17/2012 - 09/30/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

COMMENT --

W. THANKS!

Buy	Time	Program	Length	Rate	Dates	Spots/Week	# Spots	Total Spots	Total Cost	Daypart
TH	5A-7A	Buyline Comment: NEWS	:30	\$450.00	09/17-09/27	4	2	8	\$3,600.00	
TH	7A-9A	Buyline Comment: TODAY SHOW	:30	\$550.00	09/17-09/28	5	2	10	\$5,500.00	
F	5P-630P	Buyline Comment: NEWS	:30	\$125.00	09/17-09/28	5	2	10	\$1,250.00	
F	7P-730P	Buyline Comment: NEWS	:30	\$725.00	09/17-09/28	3	2	6	\$4,350.00	
TH	11P-1135P	Buyline Comment: FACE TO FACE	:30	\$400.00	09/17-09/28	5	2	10	\$4,000.00	
TH	11P-1135P	Buyline Comment: NEWS	:30	\$750.00	09/17-09/27	4	2	8	\$3,000.00	
F	5A-9A	Buyline Comment: NEWS	:30	\$750.00	09/22-09/30	2	2	4	\$3,000.00	
F	5A-9A	Buyline Comment: SATURDAY	:30	\$725.00	09/22-09/29	1	2	2	\$1,450.00	

Rep Order# 6852462 Ver# 2 Status Returned
FC'd Yes Traffic Order# 106602

Printed: 09/17/2012 11:42 AM
Last Received: 09/14/2012 9:48 AM
Showing Buylines: All Lines

09/17/2012 11:42 AM
09/14/2012 9:48 AM

2 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2690
Buyer KIGAN BERAN
Phone#
Fax#

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	% of Weeks	Total Spots	Total Cost	Daypart
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9	50	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$205.00	9/23-09/30	1	2	2	\$410.00	
10	50	SU	5P-630P	Buyline Comment: NEWS	:30	\$225.00	03/23-09/30	2	2	2	\$450.00	
11	50	F	10P-11P	Buyline Comment: DATELINE	:30	\$1,400.00	03/28-09/28	1	1	1	\$1,400.00	

—REPORT TOTALS—
Report Totals: 63 / \$36,400.00

—SALES MONTHLY TOTALS—

Sell: 14: 63 / \$36,400.00

Sales Totals: 63 / \$36,400.00

Station Totals: 63 / \$36,400.00

Lines not sent/reld/ret'd: 0 / \$0.00

—COMPETITIVE—

Market	Totals	1ATV	KPLR	KIM	KLAS	KSNV
Market: Totals	\$121,333	0%	0%	0%	3%	3%
KTMV	0%	0%	0%	0%	0%	0%
KTJD	0%	0%	0%	0%	0%	0%
XXXX	0%	0%	0%	0%	0%	0%

—COMPETITIVE COMMENTS—
SHARES ESTIMATED

Books	NOV12
Demos	BA3c+

—CREDIT RISK—
CASE: TM ADVANCE

Rep Order#	6852462	Ver#	2	Status	Returned	Traffic Order#	106602
EC'd	Yes					Printed:	09/17/2012 11:42 AM

Station	KSNV-TV LAS VIGAS, NV.
Advertiser	() JOE HECK 4 CONGRESS
Product	JOE HECK 4 CONGRESS
Estimate#	2690
Buyer	KEGAN BIRAN
Phone#	
Fax#	

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